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ABSTRACT

Based on the proposition that if people want their electronic messages to get the results they desire, they will need to adopt and practice effective communication strategies, this book introduces strategies that make e-mail messages, Web site text, and newsgroup postings effective. To this end, it teaches how word choice can affect meaning, how organization can affect clarity, and how typographical techniques can emphasize ideas. Following an introduction, the book opens with a guide to specialized terms for electronic communication. Chapter 1 deals with electronic mail, and chapter 2 with the World Wide Web. Both chapters discuss how to analyze the audience, determine a message's purpose, adopt an appropriate style and tone, and create an effectively organized message. They also deal with the very public nature of all electronic communication, and discuss important legal and ethical issues. Chapter 3, on the Usenet, provides suggestions for appropriate newsgroup communication regarding both organization and content of a message. The chapter also provides reasons why businesses, educational institutions, government agencies, and health care organizations are interested in posting and reading Usenet messages. (SR)

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